



EL PASO-CIUDAD JUÁREZ

Binational Arts & Culture District

DESIGN COMPETITION





Design Competition Team

John Bretting: Professor, UTEP

Katherine Brennand: Chair of the Arts Walk and serves on Public Arts Committee

Fred Dalbin: Architect, Wright & Dalbin Architects

Carlos Gallinar: Director, La Fe Community Development Corporation

Sergio Guerrero: Brownfield Coordinator

Chuck Kooshian: Lead Planner City of El Paso



Design Team

Angela Mora: Museum & Cultural Affairs

Edward McCormick: Architect, McCornick Architecture

Fernando Sepulveda: Architect & Urban Planner

Michael Tomor: Director of El Paso Museum of Art

Enrique Valadez: Superintendent El Paso Parks & Recreation

Julie Wong: Dean of Students, UTEP



Synergy ~ Synergia

Commitment ~ Compromiso

Pride ~ Orgullo





Creative Cities Leadership Project



Sept 27-28, 2006: Chamizal National Memorial

Richard Florida: Talent, Tolerance, Technology, & Quality of Place

Change agents to enact positive initiatives to make El Paso\Juarez more open to art and creativity

Art & Culture = Economic Development

Capitalize on Bi-national Border

6 projects\initiatives





El Paso - Ciudad Juarez



Culture Axis

Bi-national Arts & Culture District Design Competition

Project Overview



Competition is open to students, artists, and non-professionals

Faculty may serve as advisors and mentors

Bi-national and multidisciplinary teams are encouraged

Renowned panel of judges will review the projects and choose the winners

Top submissions will be on display in El Paso and Juarez

Winning team will present their project\ideas in a public forum

Vietnam War Memorial, Washington D.C.

Maya Lin



Project Update:



Name, Logo, Guidelines

Intern

Email Flyer sent universities nationwide

Website: www.newtexas.org

Information Forums held:

January 18, 2-4 pm, El Paso Museum of Art

January 18, 5-7 pm, Arts, Architecture and
Design Institute of the UACJ

Launch Date: February 1, 2007



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Information Forum Agenda

January 18, 2007

Welcome

Project Overview

Guest Speakers:

Nestor Valencia: Vice President for Planning, El Paso Community Foundation

Lucinda Vargas: Director General/CEO Plan Estrategico de Juarez

Bob Cook: El Paso Regional Economic Development Corporation (REDCO)

Competition Guidelines

Questions & Answers

Challenges

Narrowing down the project

Bi-national planning group

Time

Resources



Expected Outcomes



A more vibrant El Paso\Juarez region for future generations

Emerging ideas on economic development for El Paso and Juarez

A more educated El Paso\Juarez community regarding arts and culture

Future collaborations between El Paso & Juarez

Civic Engagement among young people

A plethora of bi-national art, culture, urban, and economic development plans and ideas

Sustainability of the Project

Establish a structure that will keep the project going year after year

Public Art

Transportation

Border Issues

Initial group will stay on or serve as consultants with the project

elpasojuanarezdesign.org

Gifts El Paso and Juarez:

Ideas to enhance both cities

Committee Recommendations on projects that are doable





Budget

Type	Description	Cash
Awards		
Honor Award		7,500
Merit Awards	2 Awards at \$2500 each	5,000
Jurors Travel & Expense	3 Jurors @ \$2500 each	7,500
Administration	Intern	10,000
Advertising & Promotion		5,000
Poster		500
TV Radio Announcements		6,000
WEB/International		1,000
Entry Package	CD Final Publication	1,250
Exhibition		10,000
Reception/Awards Ceremony		5,000
Administration (Copyright & Postage)		1,500
Miscellaneous		2,000
TOTAL EXPENSES		\$62,250





Competition Guidelines

Design Competition Seeks to:

Create cross-cultural development through public spaces in the El Paso-Ciudad Juarez Border Region.

Develop our bi-national communities

Foster community change in order to develop quality of Life models of public space that reflect the bicultural uniqueness of this region.

Problem Statement

Design a project that will link the largest international border metroplex in North America

Urban Planning, architecture, public art, public spaces

The 30 block axis lies between the central downtown of El Paso and Ciudad Juarez

Who can apply?

Design students from the United States and Mexico; architects and planners; landscape architects; visual and performing artists and cinematographers.

Non-professionals

Licensed professionals may act as mentors

Professional firms may not apply

Competition Timeline

Application & Guidelines available online

February 1, 2007

Final Projects Due

May 14, 2007

Three Finalist Teams Announced

June 11, 2007

Winning Team Announced

July 20, 2007

Presentation Requirements

Urban design schemes

Architectural renderings and models

Community & neighborhood participation programs

Cultural/artistic activities to draw bi-national participation and foster cultural exchange

Exhibitions, Fairs, Fiestas, Competitions

Additional suggestions to include in the project

Land\Building use

Circulation (Pedestrian, vehicular, transit, etc.)

Open Space, Landscape, and Public Space

Architectural concepts describing an arts and culture area

Drawings and Designs

Other Presentation Considerations

Environment and sustainability

Social, Cultural, & Economic Concerns

Border Safety: The fear or perceived fear of crossing the border

Prizes & Awards

Honor Award	\$7,500
Merit	\$2,500
Merit	\$2,500
Total	\$12,500



CONCURSO DE DISEÑO

Distrito Binacional de la Cultura y las Artes

EL PASO-CIUDAD JUÁREZ